



## NSD KATHY HELOU'S 30 MINUTE OR LESS "INNERVIEW –vs- INTERVIEW"

Begin with your brief 3-5 minute "I" story and what you love most about Mary Kay.

Ask her: "What do you like about your current job or situation?"  
"If you could change anything...what would it be?"

>>>Here is where you LISTEN CLOSELY to be able to see her areas of dissatisfaction.

### POINTS TO COVER

#### #1-OUR PROFIT

- We buy our products for \$1 and sell for \$2.
- Greatest commission paid in direct selling – and we get same commission on every item in the line... from the least expensive sponge tip to our most expensive item, the Day/Night Solution Set and all items in between. Mary Kay's gift to you is up to 50% profit...you don't have to earn that commission through time and service. From a new Consultant to a National Sales Director...we're all created equal when selling the product (SHOW BEAUTY BOOK). (Showing the beauty book eliminates her fear of a catalog book full of thousands of products and she then wonders "how can I learn it all?")

#### #2-REORDER INCOME

- We sell a consumable product! You use it up and cannot find it in a retail establishment only through YOU! Average customer will purchase 4 times a year; summer, winter, fall and spring. She spends \$30 to receive her "gift with purchase" through Mary Kay's Preferred Customer Program.
- As old as we get – our customers are aging at exactly the same rate...and the need for what we have to offer never decreases...always increases!

#### #3-RECESSION PROOF

- Product and business..women will always have a need for the products and for a Consultant.
- Three markets never suffer in a recession or depression: Alcohol \* Tobacco \* Cosmetics
- Women will always and forever buy moisturizers and lipsticks—even in downtimes because it lifts their self-esteem!

#### #4-UNIQUENESS IN STYLE OF RUNNING OUR BUSINESS

- Reorder Consultant: Personal Use; gift-giving savings
- Facials: 1-2 women
- Classes: 3-6 women

>>>*We can begin our business within our "comfort zone" and step out as we grow in knowledge and confidence*

#### #5-NO QUOTAS IN 3 AREAS:

- Meetings – our choice to attend or not
- Appointments we hold – our choice how many; if any!
- Retail sales – our choice

#### #6-NO TERRITORIES

- We can sell and recruit anywhere in the US; never lose what we start
- Mail/UPS products...Adoptee program (It's a catalog society)

#### #7-NOT A PYRAMID

- Our products only changes hands twice  
    WHOLESALE-from Mary Kay to Consultant  
    RETAIL-from Consultant to Customer

>>>*By eliminating "middle men" Mary Kay provides our wonderful profit level!*



### **#8-ONGOING, FREE TRAINING**

- From Director...Success Meetings
- Career Essentials Training packet; video and audio tape program offered through the Company. It's affordable (minimum investment for maximum return!)

### **#9-NO CEILING ON OPPORTUNITY**

- Design your own lifestyle; write your own paycheck in a Fortune 500 company!
- Advance at your own pace—recruiting is optional—4-13% Commission
- Mary Kay pays recruiting commissions directly to you on your recruit's 1<sup>st</sup> and all subsequent orders...not from recruit's 50% profit.
- Recruiting develops esprit de corps and promotes teamwork!

### **#10 IN BUSINESS FOR YOURSELF BUT NOT BY YOURSELF**

- Women supporting women-what a novel idea!  
(We don't compete with each other for prizes...no limit on cars earned, diamonds, trips, etc.)
- Golden Rule philosophy
- Positive attitude training
- Time management training
- Achieve life/work balance
- Goal setting

### **WHY DO IT NOW?**

- Personal growth
- Develop new friendships
- Don't have to give up anything to try Mary Kay
- Full plate?...make Mary Kay your dessert!
- You'll never know if you don't try...
- Tax advantages to an in-home business
- Personal use and gift-giving savings all year long
- Ask yourself: "Where will I be 5 years from now?"

(If you always do what you've always done, you'll always be where you are right now!)

**WHY WAIT?** You could accumulate leads, acquire customers, begin building your network, learn the business in your spare time at your own pace.

## **PRESENTING THE AGREEMENT**

(Nowhere does it say "Death Contract")

"In front of you is all you need to begin your Mary Kay business – It's an agreement between you and Mary Kay. You agree to buy this showcase and we agree to provide you with the tools and training techniques to achieve anything you desire. Within 7-10 days your showcase will arrive and we'll assemble it together. The case is \$100 + tax + shipping and handling charge and this Agreement does not bind you to any certain length of time – there's no annual membership fees (like Sam's Wholesale Club). Mary Kay only ask that we place one wholesale order of \$200 or greater to stay in her company – that could even be a personal use/gift giving purchase. To retain "active status", on current mailing lists, etc., you are required to place a minimum \$200 wholesale order once a quarter. (A seasonal order to simply stay current with fashion trends). If for some unforeseen reason, you decide Mary Kay is not for you...she provides you with a 90% buy-back guarantee to protect the integrity of her company's reputation. She retains you as a happy customer once again, instead of a disgruntled former Consultant with more products than she has use for.

Now, after all that you've heard, what excites you the most?

- On a scale of 1-10 with 10 being the highest...what's your interest level?
- What questions can I answer or what else can I tell you to get you to a 10?
- The only decision you have to make now is the most convenient way to purchase your beauty showcase? Cash, check, Mastercard, Visa or Discover.
- Inventory is referred to as "product on hand" and is covered thoroughly at orientation.

## **DON'T TRAIN WHEN PRESENTING THE MARKETING PLAN!**